

Upstream Innovation

A guide to packaging solutions

Communications kit

PLEASE NOTE THAT ALL INFORMATION
RELATED TO THIS PUBLICATION IS
CONFIDENTIAL UNTIL 00:01 GMT ON
19 NOVEMBER 2020.

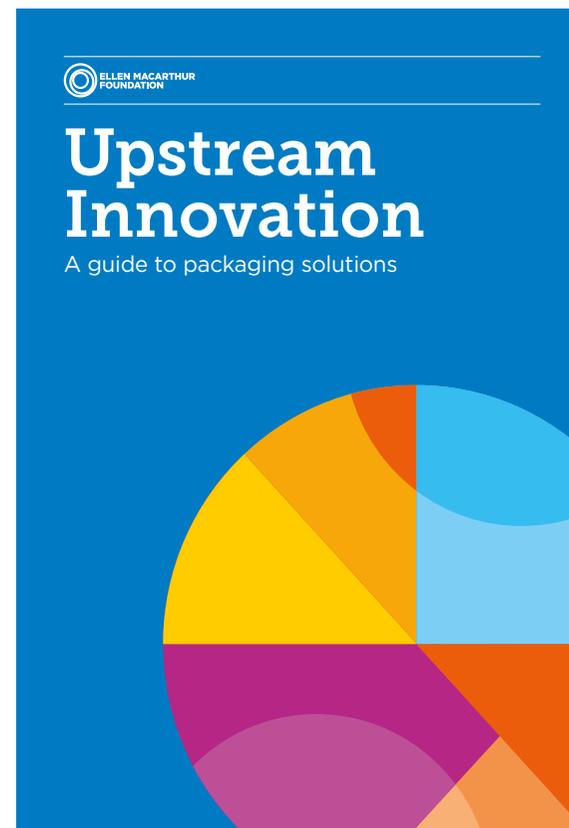


Welcome

Thank you for being part of the Ellen MacArthur Foundation's New Plastics Economy initiative.

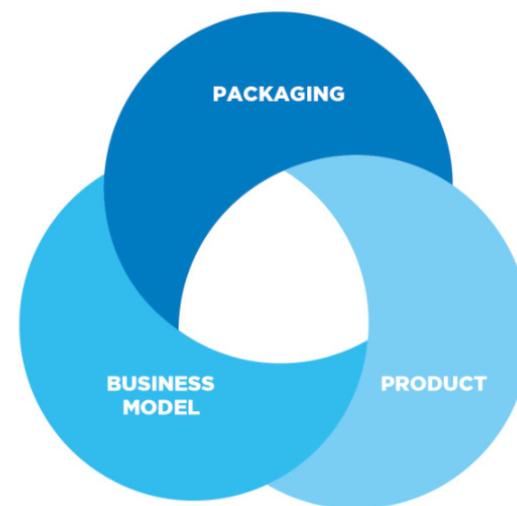
This communications kit includes information on how you can support us in promoting the launch of our Upstream Innovation Guide globally, via your channels. With your help, we can amplify this urgent message even further.

If you have any questions, please get in touch with us - the team's contact details are on the last page of this document.



Key messages

- 1** The circular economy is about changing the way we design and make products and packaging, so we can move from managing waste, to preventing it – benefiting businesses, their customers and the environment.
- 2** To solve plastic pollution we need to rethink what is put on the market - and eliminate what we don't need.
- 3** By rethinking the packaging, the product and the broader system, waste can be prevented by design.
- 4** Businesses around the world are starting to do this, but it is time to move at even greater speed and scale.
- 5** The Ellen MacArthur Foundation's Upstream Innovation Guide provides practical solutions to inspire and empower action for a circular economy for plastic.



**This guide
is not about
the state of
global plastic
pollution**

**It's about
solutions**

Launch on Thursday

- Release of the English version and translations in Spanish, Portuguese, French and Chinese.
- A workshop asset pack to help you organise upstream innovation events and get the ball rolling on taking action
- Online interactive version of the content, including a searchable database of all of the innovations profiled in the book
- Three teasers and three videos about Elimination, Reuse and Material Circulation

The screenshot displays an Airtable gallery titled "ALL - shared gallery" with a search bar and "Bostock" filter. The gallery contains 12 cards, each representing an innovation profile. Each card includes a title, a photograph, a list of geographical regions, an introduction, product type, innovation scale, and strategy tags.

Title	Geography	Introduction	Product Type	Innovation Scale	Strategy
SonaeMC	Europe, Portugal	Eliminating glass jar tear-offs	Tinned/Jarred food	Scaled	Elimination, Direct elimination
MIWA and Nestlé partnership	Europe, Switzerland	High-tech bulk dispensing	Dry food	Pilot	Reuse, Refill on the go
Loop	Europe, North America, France	Well-known brands in premium packaging	Dry food, Fresh food, Personal c	Scale-up	Reuse, Return from home
JOI	North America, USA	Recyclable nut milk packaging	Beverages	Start-up	Material Circulation, Plastics recy
PG tips from Unilever	Europe, UK	Using compostable tea bags	Beverages	Roll-out	Material Circulation, Plastics comp
REUSA-WRAPS	North America, USA	Reusable pallet wrap	B2B transport	Scaled	Reuse, B2B
Return Bars from Returnity a...	North America, USA				
Swedish Return System	Europe, Sweden				
CHEP a Brambles company	Global				
BioPak Compost Club	Oceania, Australia				
Yorkshire Tea from Bettys a...	Europe, UK				
Bostock	Oceania, New Zealand				

Supporting the launch

Once you've downloaded the assets from [here...](#)

We'd appreciate it if you could:

- Add a piece to your website/intranet/company blog/newsletter to inform your staff and external stakeholders about the book launch.
- Share it via email with your key contacts.
- Join the conversation on social media by posting and reposting about the book launch on your own channels, linking to the Foundation's accounts and using the #upstreaminnovation hashtag.

On the following pages we've included social media sample posts, which you can adapt for your own channels.

Our channels

Twitter - @circulareconomy

Facebook - @EllenMacArthurFoundation

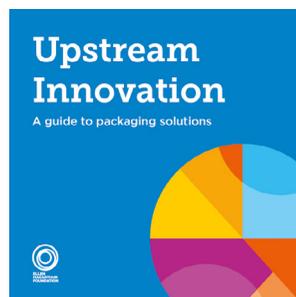
LinkedIn - Ellen MacArthur Foundation

Instagram - @ellenmacarthurfoundation

Please note that all information related to this publication is confidential until 00:01 GMT on 19 November 2020.

Sample social media posts

LinkedIn, Facebook, Instagram



The @ellenmacarthurfoundation's new Upstream innovation guide is packed with practical solutions for a circular economy for plastic.

Upstream innovation is about preventing waste from being created in the first place. It requires a shift in mindset, and involves rethinking not just the packaging itself, but also the product and the broader business model. We must move beyond just focusing on incremental packaging improvements towards fundamentally rethinking how to best deliver products and services to a user.

Designed for marketers, product designers, and packaging engineers who are new to the circular economy concept, as well as seasoned practitioners, the guide provides the necessary tools and +100 case studies from companies across a range of sectors to inspire and empower to take action on upstream innovation and achieve a circular economy for plastic, in which plastic stays in the economy and out of the environment.

We are proud to be a part of this [for contributor organisations only]

Explore the guide at plastics.emf.org/upstream

#circulareconomy #upstreaminnovation

Twitter



@circulareconomy's new #upstreaminnovation guide is packed with practical solutions.

Key tools and +100 case studies from companies across a range of sectors, for a circular economy for plastic

Proud to be a contributor [for contributor organisations only]

plastics.emf.org/upstream

The Ellen MacArthur Foundation

The Ellen MacArthur Foundation is a UK-based charity, committed to the creation of a circular economy that tackles some of the biggest challenges of our time, such as waste, pollution and climate change. In a circular economy nothing becomes waste and everything has value, creating benefits for society, the environment and the economy.

The Foundation collaborates with its Strategic Partners (BlackRock, Danone, DS Smith, Google, H&M Group, Intesa Sanpaolo, IKEA, Philips, Renault, SC Johnson, Solvay, Unilever, The Eric and Wendy Schmidt Fund for Strategic Innovation, SUN, MAVA, players of People's Postcode Lottery (GB)) and its wider network of businesses; governments, institutions, and cities; universities; and emerging innovators, to drive collaboration, explore opportunities, and to develop circular business initiatives.

The current 'take, make, waste' extractive industrial model relies on the consumption of finite resources. The circular economy offers a positive way forward by redefining growth to focus on society-wide benefits. It entails redesigning material flows and production systems to build economic, natural and social capital. Underpinned by a transition to renewable energy sources, the circular economy is built on three principles: design out waste and pollution; keep products and materials in use; and regenerate natural capital.

The circular economy is gaining attention thanks to the opportunities it offers businesses to capture new value from existing operations and resources, for example by redesigning products and business models, building new relationships with customers, and harnessing technology to increase the utilisation of assets.

Further information: www.ellenmacarthurfoundation.org | [@circulareconomy](https://twitter.com/circulareconomy)

[View the animation](#)

[Listen to our podcast](#)

[Learn more about the circular economy](#)

The New Plastics Economy

Since 2016, the Ellen MacArthur Foundation's New Plastics Economy initiative has rallied businesses and governments behind a positive vision of a circular economy for plastics. Its 2016 and 2017 New Plastics Economy reports captured worldwide headlines, revealing the financial and environmental costs of waste plastic and pollution.

The initiative is supported by Wendy Schmidt as Lead Philanthropic Partner, and the Oak Foundation as a Philanthropic Funder. Amcor, Borealis, The Coca-Cola Company, Danone, L'Oréal, MARS, Nestlé, PepsiCo, Unilever, Veolia and Walmart are the initiative's Core Partners.

Further information: www.newplasticseconomy.org | @circulareconomy

Watch the animation [here](#)

The New Plastics Economy vision

At the heart of the New Plastic Economy initiative is a vision of a circular economy for plastic, where plastics never become waste:

- Elimination of problematic or unnecessary plastic packaging through redesign, innovation, and new delivery models is a priority
- Reuse models are applied where relevant, reducing the need for single-use packaging
- All plastic packaging is 100% reusable, recyclable, or compostable
- All plastic packaging is reused, recycled, or composted in practice
- The use of plastic is fully decoupled from the consumption of finite resources
- All plastic packaging is free of hazardous chemicals, and the health, safety, and rights of all people involved are respected.

Including the Foundation in your communications

- All communications material (including but not limited to: websites, articles, news releases, social media posts, presentations) referring to Ellen MacArthur, the Ellen MacArthur Foundation, or one of its brands (e.g. New Plastics Economy initiative) require prior written consent from a member of the Ellen MacArthur Foundation's communications team (see all contact details on the last page).
- All quotes by Ellen MacArthur Foundation employees must be approved by the Ellen MacArthur Foundation's communications team (see all contact details on the last page).
- Material produced by the Ellen MacArthur Foundation, that is publicly available, may be used in external communications if referenced appropriately to the Ellen MacArthur Foundation. Please confirm appropriate references with the Foundation's communications team (see all contact details on the last page).
- Avoid using the acronym EMF. The Ellen MacArthur Foundation should be used at first mention, thereafter 'the Foundation'.
- Avoid using the acronym NPEC. The New Plastics Economy initiative should be referenced in full.
- As the circular economy remains an open, non-proprietary concept, avoid capitalising the 'c' or the 'e' as well as avoiding abbreviations such as 'CE' or 'ce'.
- All references to the Ellen MacArthur Foundation or one of its brands must support the Foundation's mission, as outlined above.

Explore our resources

- What is the [circular economy](#)?
- What is the [circular economy for plastic](#)?
- The Ellen MacArthur Foundation's [Learning Hub](#) is a series of curated learning experiences explaining how the concept can be applied to different parts of the economy.
- Dive deeper into the circular economy for plastic in the New Plastics Economy Initiative [publication library](#).
- Have a browse on the Ellen MacArthur Foundation's [YouTube channel](#) and tune into our [weekly show](#).
- Explore our plastics [video playlist](#)
- Sign up to the Foundation's monthly [newsletter](#)



Key contacts

Iulia Strat

Plastics & Finance Communications Manager
iulia.strat@emf.org

Ross Findon

Media Relations Manager
ross.findon@emf.org

Clelia Thiebault

Digital Marketing Manager
clelia.thiebault@emf.org

Daria Levina

Social Media Associate
daria.levina@emf.org

Ellen MacArthur Foundation

+44 (0) 1983 296463